

Great Lakes Naval Museum Logo Contest

The Great Lakes Naval Museum needs a logo! Are you creative and interested in history? Do you have a great idea that will translate the goals of the Great Lakes Naval Museum's mission into an easily recognizable image? Would you like to have your logo seen by, potentially, by millions of people throughout the Midwest? The Great Lakes Naval Museum is asking you for your ideas and designs. You have a chance to be named the Official Logo Designer for the Navy's newest official museum!

What is the Great Lakes Naval Museum?

As an official Department of the Navy Museum, the Great Lakes Naval Museum's mission is to select, collect, preserve, and interpret the history of the United States Navy with particular emphasis on the Navy's only "boot camp" at the Naval Training Station/Center at Great Lakes, Illinois. The museum is located at the Naval Station Great Lakes in Building 42 by the Main Gate. Admission and parking are free.

Contest Rules and Guidelines

Eligibility:

The contest is open to all Naval Station Great Lakes' Sailors and all Wisconsin and Illinois NJROTC students.

DESIGN REQUIREMENTS

- Must be designed using information and mission outlined on the Great Lakes Naval Museum website: <http://www.history.navy.mil/museums/greatlakes/index.htm>
- The logo should incorporate the name of the museum: *Great Lakes Naval Museum*. It should not include any words or phrases other than Great Lakes Naval Museum and keywords contained in the mission statement.
- Must be suitable for public viewing
- The logo must be clear and recognizable at small size.
- Remember when designing your logo that it will be used in different advertising formats (print, screen print, embroidery, and television).
- No blended color schemes
- Must be suitable for rendition in a monochrome version (black, grays and whites)
- Does not include any other words, phrases, or numbers
- Design submission should not have been viewed or used previously in public
- Cannot use or resemble any portion of any other museums or organizations
- Must be able to be manipulated (in regard to size and file type)

DESIGN GUIDELINES

- Computer Generated Design
- Formats accepted: JPG, TIF, PDF (no hand drawn submission will be accepted)
- Design image should fit within the space of 8 1/2 by 11 sheet of paper when printed
- Resolution of at least 600dpi is required

DESIGN SUBMISSION

Designs must be submitted no later than midnight on February 6, 2011. Please include the following information:

- Full name
- Mailing address
- Telephone number
- Email address

In addition, please include a “design brief” with an explanation of your design concept (200 words maximum). This brief should explain your logo and the identity you are trying to create.

Email your computer submission to glnm@navy.mil using LOGO CONTEST in the subject line. If submitting multiple designs, indicate so within the body of the email.

You may mail your design via U.S.P.S. or drop it off at the Great Lakes Naval Museum during operating hours. Please label the envelope:

Great Lakes Naval Museum Logo Contest
Great Lakes Naval Museum, Building 42
610 Farragut Avenue
Great Lakes, IL 60067

For mailed-in or dropped-off work: if you would like your logo design returned, please include a self-addressed stamped envelope.

LEGAL INFORMATION

- When you submit a design/image, you are expressly stating that the submission is your original work and were not created as a work for hire.
- When you submit a design/image, you are expressly stating that the design/image have not been licensed to any other entity.
- By submitting a design/image if said design is selected, you are expressly granting the Great Lakes Naval Museum a full and complete assignment of the intellectual property

rights you have in the submitted design or image including copyright, trademark and/or patent interests.

- The selected design/image may be reworked to prepare it for use.
- Intellectual property rights including trademark and/or patent rights of the selected design or image are owned and controlled by the Great Lakes Naval Museum.
- Works submitted in formats which do not conform to the contest guidelines will not be considered eligible for judging.
- All decisions by the Great Lakes Naval Museum will be considered final.
- The Great Lakes Naval Museum is not responsible for lost, late, damaged or never received submissions.
- You must be 18 years or older to submit a design/image.
- Each entry must be the original work and sole and exclusive property of the person who submits it or the Participant must have written legal permission from the property owner. In the case of Projects owned by other parties (such as photos), the written legal permission must be included with the Entry. An Art Release Form must be accompanied with your submission.

DECISIONS

- The contest will be judged by the Naval Station Great Lakes Commanding Officer, Executive Officer, Command Master Chief, MWR Program Director, the Great Lakes Naval Museum Director, and the Naval Station Great Lakes Centennial Officer.
- All decisions will be final.
- Decisions will be made based on the logo that best fulfills the mission of the Great Lakes Naval Museum and creates an image that promotes the purpose of the museum.

WINNING DESIGN

- The Logo Contest winner will be announced and the Logo unveiled to the public during an event at the museum on February 25, 2010. The winner will also be recognized at the Naval Station Great Lakes' Centennial celebration on July 1, 2010.
- After the unveiling, the winning design will become the Official Great Lakes Naval Museum logo – and will be used on various promotional materials including but not limited to: websites, brochures, letterhead, envelopes, banners, signs, posters, business cards and advertisements.
- The winning design will be prominently featured on the cover of the Great Lakes Naval Museum brochure.
- The Logo Contest winner will be featured in a press release following the unveiling of the Logo.
- BY SUBMITTING A DESIGN FOR THE Great Lakes Naval Museum LOGO CONTEST – YOU THEREBY AGREE TO ABIDE BY THE RULES AND GUIDELINES OF THE CONTEST AS OUTLINED.

If you have questions about the contest, please contact the Great Lakes Naval Museum at 847-688-3154 or glnm@navy.mil. The Great Lakes Naval Museum thanks you for consideration of the Logo Contest. *We look forward to receiving your creative submissions!*